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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/500,984	04/25/2005	Peter A. Simonsen	578-20-PA	3149
22145	7590	08/21/2008	EXAMINER	
KLEIN, O'NEILL & SINGH, LLP			LEIBY, CHRISTOPHER E	
43 CORPORATE PARK			ART UNIT	PAPER NUMBER
SUITE 204			2629	
IRVINE, CA 92606				
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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

Office Action Summary	Application No.	Applicant(s)
	10/500,984	SIMONSEN ET AL.
	Examiner CHRISTOPHER E. LEIBY	Art Unit 2629

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If no period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 25 April 2005.
 2a) This action is FINAL. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 1,7-12,15,17,18,24,25,27,28,31-34,36,37,43,47,48 and 57 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) _____ is/are allowed.
 6) Claim(s) 1,7-12,15,17,18,24,25,27,28,31-34,36,37,43,47,48 and 57 is/are rejected.
 7) Claim(s) _____ is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on 25 April 2005 is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) Notice of References Cited (PTO-892)
 2) Notice of Draftsperson's Patent Drawing Review (PTO-948)
 3) Information Disclosure Statement(s) (PTO/SB/08)
 Paper No(s)/Mail Date _____

4) Interview Summary (PTO-413)
 Paper No(s)/Mail Date _____
 5) Notice of Informal Patent Application
 6) Other: _____

Detailed Action

1. **Claims 1-63** are pending.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.
3. **Claims 1, 7, 10, 15, 24-25, 27-28, 31-32, 43, 47-48, and 57** are rejected under 35 U.S.C. 103(a) as being unpatentable over **Nakamura et al.** (US Patent Application Publication 2001/0054990) in view of **Gransden** (European Patent Application Publication 0106574), and in further view of **Grabert** (US Patent Application Publication 2003/0085867).

Regarding **independent claims 1 and 24**, Nakamura discloses a method and arrangement for projecting a display (*abstract*), said method comprising; projecting a light pattern comprising one or more illuminated areas from a projector onto a screen (*figure 6A reference multiple display areas creating a display*), and projecting a picture from projector onto said screen into one or more illuminated areas (paragraph [0053]).

Nakamura does not specifically disclose wherein the method is for advertising or promoting. Nor does Nakamura disclose that the light pattern defines a message or announcement area. Further, Nakamura does not

specifically disclose wherein the outlines of the illuminated areas correspond to outlines of the screen.

Gransden discloses a display plate with a cut-out of transparent or translucent region shaped as a legend or logo made for illumination.

Grabert discloses wherein a projection system may have display areas that take various shapes. These shapes may be associated with the contour of instruments, etcs, and may display images in a dynamically changing shape.

It would have been obvious to one skilled in the art at the time of the invention to combine Nakamura's projection system with the methodology of Grabert in order to illuminate the appropriate display areas corresponding to the display logo of Gransden, to replace Gransden illumination source for advertising since projection systems allow for display of video images.

Regarding **claim 7**, Gransden discloses a method, wherein the illuminated areas define a logo (*abstract*).

Regarding **claim 10**, Nakamura discloses a method, wherein different pictures are shown in different illuminated areas (*paragraph [0053] wherein video signals represent information of still or motion pictures wherein and inherent to represent different types of pictures*).

Regarding **claims 15, 47, and 48**, Nakamura discloses a method, wherein the pictures are motion pictures showing objects selected from the group consisting of at least one of inanimate objects and living beings (*paragraph [0053] wherein video signals represent information of still or motion pictures wherein and inherent to represent different types of pictures*).

Regarding **claim 25**, Nakamura discloses an arrangement, wherein the means for projecting comprises one or more projectors (*abstract and figure 3*).

Regarding **claim 27**, Gransden discloses an arrangement, wherein the screen is made of a material selected from the group consisting of at least one of plastic, wood, aluminum, steel and acrylic material (*abstract*).

Regarding **claim 28**, Gransden discloses an arrangement, wherein the screen is translucent (*abstract*).

Regarding **claim 31**, Gransden discloses an arrangement, wherein the acrylic material comprises a frosted side onto which the light pattern and pictures are projected (*page 2 lines 17-32 wherein the acrylic material receives light from a particular side "frosted"*).

Regarding **claim 32**, Gransden discloses an arrangement, wherein the one or more illuminated areas define a logo (*abstract*).

Regarding **claim 43**, Gransden discloses an arrangement, wherein the screen comprises one or more adjacent screens (*figure 1-1 reference 32 and 22*).

Regarding **claim 57**, Gransden and Nakamura disclose an arrangement, wherein the screen is arranged in front of a projector projecting at least one of the light pattern and the pictures (*Gransden: figure 1-1 shows light source 18 behind screen wherein light source is to illuminate the screen in front of itself, wherein the light source is a projector disclosed above in combination*).

4. **Claims 8-9, 11-12, 17-18, 33-34, 36-37** are rejected under 35

U.S.C. 103(a) as being unpatentable over **Nakamura, Gransden, and Grabert** as applied to claim 1 above, and further in view of **Miyashita et al.** (US Patent 6,115,084), herein after referred to as Miyashita.

Regarding **claims 8 and 33**, Nakamura discloses a method and arrangement, wherein the projected light pattern is provided by editing a digital image defining said areas to be illuminated in order to provide a mask (*abstract and figure 1 reference video signal into signal processing section 20 which separates a video signal into separate colors which are then corrected into what should actually be displayed based on the image information by the correction processing section 60 paragraph [0053] and hence creating a mask*), the method comprising the following image processing steps of: cleaning the colors from within said areas (*paragraph [0049]-[0051] which separates color signals for adjusting/cleaning*), and drawing up the contours of said areas in the picture with a colored non-black line.

None of the applied references, Nakamura, Gransden, nor Grabert specifically disclose wherein the method comprises the step of darkening the part of the image surround said areas nor drawing up contours of said areas in the picture with colored non-black lines.

Miyashita does disclose using black in non-display areas of a display (*column 27, lines 5-6*).

It would have been obvious to one skilled in the art at the time of the invention to combine Miyashita's methodology of display black in non-display

areas to conserve power consumption of Nakamura's projection display since it will not be projecting colored or white bright light in areas not being displayed.

Further, it is obvious over Nakamura that if the video signal information requires colored areas surrounding the contour of the display area that a color contour line would be projected.

Regarding **claims 9 and 34**, Nakamura, Grabert, and Gransden disclose a method and arrangement, further comprising the step of editing captured pictures by use of said mask in order to have said pictures projected within said areas defined by said non-black line (*Nakamura: paragraph [0053] wherein images are corrected into displays of which video signals actually wanted displayed and Grabert: paragraph [0111] wherein those signals may be associated with the contour of dynamic images such as a logo disclosed by Gransden: abstract*).

Regarding **claims 11 and 36**, Grabert discloses a method and arrangement, wherein the step of editing the image comprises using an alpha key (*paragraph [0111] wherein dynamic shapes and others includes alphanumeric characters*).

Regarding **claims 12 and 37**, Miyashita discloses a method and arrangement, wherein the step of darkening comprises providing the color type "black level 0" on the part surrounding said areas (*column 27 lines 5-6 wherein non-display areas are those areas surrounding the display areas and black level 0 is black*).

Regarding **claim 17**, Nakamura discloses a method, wherein the image processing is provided by an image-editing program on a computer (*figure 3 reference 60*).

Regarding **claim 18**, Nakamura discloses a method, wherein the editing of the captured picture is provided by a video-editing program (*figure 3 reference 60*).

Conclusion

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to CHRISTOPHER E. LEIBY whose telephone number is (571)270-3142. The examiner can normally be reached on 9 - 5 Monday - Friday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Alex Eisen can be reached on 571-272-7687. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

CL

August 18th, 2008

/Alexander Eisen/

Supervisory Patent Examiner, Art Unit 2629